

ORDER



Orders Order / Rev: 165906
 Alt Order #: 06311961
 Product Desc: OBAMA 4 PRES: 60'S
 Estimate: 1763
 Flight Dates: 09/13/12 - 09/19/12
 Original Date / Rev: 09/13/12 / 09/13/12
 Order Type: GENERAL

Primary AE: WDJT-TV-LP
 Sales Office: Matthew Norten
 Sales Region: HDC
NAT

Agency Name: GMMB Greer Margolis Mitchell
 Buying Contact: _____
 Billing Contact: 1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Poli/Obama for President
 Demographic: A35+
 Product Codes: PL Candidate
 Priority: P-2
 Revenue Codes: AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	30	\$20,400.00	\$17,340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$20,400.00	\$17,340.00	0.00
Totals	30	\$20,400.00	\$17,340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$20,400.00
Market	100%	\$120,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,200.00
WCGV	0%	\$0.00
WISN	27%	\$32,400.00
WITI	31%	\$37,200.00
WMLW-	2%	\$2,400.00
WPXE	0%	\$0.00
WTMJ	22%	\$26,400.00
WVTW	0%	\$0.00
WY TU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/17/12	09/19/12	Morning News	M-F 5a - 6a	5a - 6a	MTW----	1:00	1	\$30.00	LUR	0.00	NM	1	\$30.00
5AM NEWS															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 09/17/12 09/23/12 MTW---- 1 \$30.00 0.00															
2	WDJT	09/13/12	09/14/12	Morning News	M-F 6a - 7a	6a-7a	---TF--	1:00	1	\$40.00	LUR	0.00	NM	1	\$40.00
6AM NEWS															

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2	WDJT	09/13/12	09/14/12	Morning News M-F 6a - CM M-F 6a - 7a		6a-7a	---	1:00	1	\$40.00	LUR	0.00	NM	1	\$40.00
6AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---TF-- 1 \$40.00 0.00															
3	WDJT	09/17/12	09/19/12	CBS Mrning Nws M-F 7-@M CBS This Morning M-F 7a-9a		7a-9a	MTW----	1:00	2	\$30.00	LUR	0.00	NM	2	\$60.00
THIS MORN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 MTW---- 2 \$30.00 0.00															
N 5	WDJT	09/13/12	09/14/12	Let's Make a Deal 9a-10@M Let's Make a Deal 9a-10a		858a-10a	---	1:00	2	\$170.00	LUR	0.00	NM	2	\$520.00
DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---TF-- 2 \$170.00 0.00															
See MG 5.3 [NA at LUR]															
3	WDJT	09/14/12-09/14/12	Let's Make a Deal 9a-10a			858a-10a	-----F----	1:00		\$350.00	0.00	NM			
MG for 5.2 09/14															
6	WDJT	09/17/12	09/19/12	Price Is Right 10a-11a CM Price is Right 10a-11a		10a - 11a	MTW----	1:00	2	\$260.00	LUR	0.00	NM	2	\$520.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 MTW---- 2 \$260.00 0.00															
N 7	WDJT	09/13/12	09/14/12	Y&R 11a-12p CM The Young & the Restless 11a-		11a - 12p	---	1:00	1	\$270.00	LUR	0.00	NM	1	\$600.00
Y&R															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---TF-- 1 \$270.00 0.00															
See MG 7.2 [NA at LUR]															
2	WDJT	09/14/12-09/14/12	Y&R 11a-12p			11a - 12p	-----F----	1:00		\$600.00	0.00	NM			
MG for 7.1 09/14															
8	WDJT	09/17/12	09/19/12	News at Noon News at Noon	CM	12p-1230p	MTW----	1:00	2	\$100.00	LUR	0.00	NM	2	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 MTW---- 2 \$100.00 0.00															
9	WDJT	09/13/12	09/14/12	CBS Block 1230p-2p CM CBS Block 1230p-2p		1230p-2p	---	1:00	1	\$180.00	LUR	0.00	NM	1	\$180.00
DAYTIME ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---TF-- 1 \$180.00 0.00															
11	WDJT	09/13/12	09/14/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p	---	1:00	1	\$100.00	LUR	0.00	NM	1	\$100.00
JEFF PROBST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/10/12 09/16/12 ---TF-- 1 \$100.00 0.00															
12	WDJT	09/17/12	09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	MTW----	1:00	2	\$240.00	LUR	0.00	NM	2	\$480.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 09/17/12 09/23/12 MTW---- 2 \$240.00 0.00															
14	WDJT	09/17/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTW----	1:00	2	\$400.00	LUR	0.00	NM	2	\$800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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N25	WDJT	09/17/12	09/19/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	MTW----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
						<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
						Week: 09/17/12	09/23/12	MTW----	1	\$100.00	0.00				
Totals 30 \$20,400.00															